

ABSTRACT OF THE DISCLOSURE

A sticker assembly is disclosed and includes an indicia-bearing sticker (30) having an adhesive layer (34). A vinyl film (100) is provided having a first side (102) and a second side (104), the second side (104) having a low-tack adhesive (106) thereon. The first side (102) of the vinyl film (100) is adhered to the adhesive layer (34) of the sticker (30). The second side (104) of the vinyl film (100) is applied to a receiving surface (12) and held against the surface (12) by the low-tack adhesive (106) wherein the vinyl film (100) and the sticker (30) are releasably adhered to the receiving surface (12) and wherein the indicia-bearing sticker (30) is displayed for viewing. In one embodiment, the sticker (30) is a vehicle windshield sticker and the receiving surface (12) is a vehicle windshield. The vinyl film (100) is an intermediate layer between the windshield sticker (30) and the windshield (12) allowing the sticker (30) to be easily peeled off when replacing the sticker (30) or transferring the sticker (30) to another vehicle. The sticker (30) is not damaged when peeled off and the windshield (12) remains essentially free of adhesive residue.